

Varicent Sales Planning

Focus your sales investments and deliver a path to revenue growth.

A Revolutionary New Way of Sales Planning

For most organizations, sales planning is a painful, dreaded process. An inefficient, time-consuming process creates plans that result in underperforming territories, unattainable quotas, frustrated sellers, and missed revenue opportunities.

Imagine being able to visually plan and organize your entire go-to-market strategy. With Varicent Sales Planning, model, design, and deploy account segments, territory structures, quotas and goals, and capacity plans that all align to your revenue objectives. Continuously monitor your plans, measure progress and KPIs, and predict revenue outcomes. Identify gaps, and proactively pivot when necessary to maximize the effectiveness of your sellers.

Prioritize
go-to-market
investments that
maximize potential

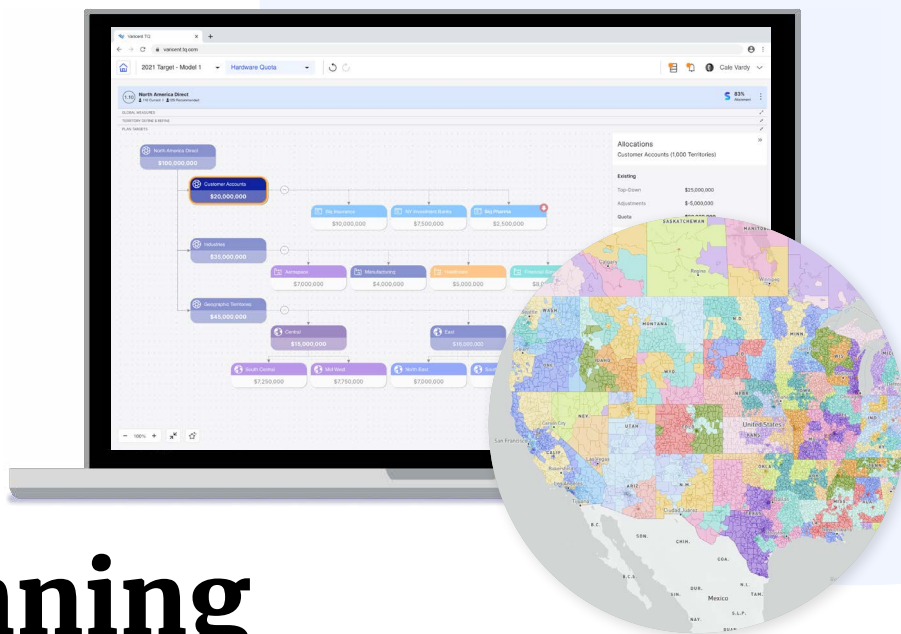
Drive focus and performance across sales teams with go-to-market plans designed to capitalize on market potential and achieve your organizational goals.

Pivot
proactively and
deliver reliable sales
performance

Leverage intelligence to anticipate account shifts, minimize coverage gaps, guide your sales resources, and uncover new market opportunities.

Accelerate
performance and
deliver profitable
growth

Motivate and retain top sales talent with effective quotas and lucrative territories and deliver consistent sales growth while minimizing cost of sales.



Key Benefits and Capabilities

Unified sales planning – Connect territory and quota planning in one solution to build go-to-market plans that provide focus and drive performance.

Go-to-market visualizations – Real-time analytics that highlight vital metrics across your sales plans to analyze performance and address gaps.

Predictive intelligence & scoring – Apply intelligence and embedded, pre-built regression analyses to your sales plans to evaluate potential (i.e. account scoring, territory potential, seller churn, capacity, etc.) and project probable outcomes.

Visual territory design – Combine data-driven and map-driven approaches to build territories that balance your market potential, revenue objectives, and seller profiles.

Built-in best practices – Leverage best-practice methodologies to build and assign quotas and territories.

Pre-built integrations and embedded connectors –

Harness the power of your data with accelerated aggregation and transformation processes and pre-built connectors to Salesforce and other source systems.

Varicent Sales Planning Includes:

- Territory Planning & Management
- Quota Planning & Management
- Predictive Intelligence & Analytics
- Collaboration & Workflow
- Pre-built Data Connectors & Integrations

Get Started

With Varicent Sales Planning, a cloud-based solution with multi-user collaboration functionalities, you can create smarter, more effective plans that allow you to adapt to shifting market dynamics and drive revenue growth.

Get Started



About Varicent™

Varicent delivers market-leading SaaS software solutions that help revenue leaders drive growth. Its full suite of solutions helps companies worldwide deliver intelligent territory and quota plans, efficient revenue operations, and impactful incentives programs. As a named leader in the sales performance management and revenue performance management space, Varicent enables customers to design, amplify, and optimize their go-to-market strategies to create a connected path to revenue. To learn more about Varicent, visit www.varicent.com.



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